

ABSTRACT OF THE DISCLOSURE

An electronic shopping system enables a user to purchase one or more commodities by way of a network such as the Internet. The electronic shopping system comprises a private information input unit for inputting private information on the user as well as an image of the user, and an image superimposing unit for processing the image of the user based on the private information input by the private information input unit, for superimposing the processed image of the user upon an image of a commodity specified by the user so as to produce a composite image, and for providing the composite image for the user.